

Marketing strategy of higher education institutions

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Abstract

© 2015, Mediterranean Center of Social and Educational Research. All rights reserved. The article reveals the essence of the formation of the university's marketing strategy allows us to adapt to the requirements of the market. Also in the article shows the results of the analysis of motives in choosing profession and the university. Also allow conclusions to strengthen the power of the brand of the university for prospective students.

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Keywords

Brand, Image of university, Marketing strategy, Of the university